

Message Text

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DRAFTED BY: COMMERCE: W.A. WARNES

APPROVED BY: COMMERCE: J.W. HENDERSON

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TO AMEMBASSY TEHRAN PRIORITY

INFO AMEMBASSY NEW DELHI PRIORITY

AMEMBASSY PRAGUE

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AMBASSADOR HELMS FROM U.S. COMMISSIONER GENERAL J. WELLES HENDERSON

E.O. 11652: N/A

TAGS: PFOR, BIE, SENV, SCUL, BEXP, IR, CZ, IN

SUBJ: PARTICIPATION OF IRAN IN SPOKANE 1974 INTERNATIONAL

EXPOSITION ON ENVIRONMENT

REF: (A) TEHRAN 6902

(B) STATE 181324

(C) STATE A-5774 OF 7/6/73

1. PER TELEPHONE CONVERSATION TODAY FOLLOWING ARE FACTORS AFFECTING PRESENT GOI ATTITUDE:

(A) IRAN WAS FIRST COUNTRY TO ACCEPT FORMAL INVITATION FROM SECRETARY OF STATE TO FOREIGN MISSIONS IN WASHINGTON, D.C., DATED FEBRUARY 14, 1972. BELIEVE INITIATIVE CAME FROM MINISTRY OF ENVIRONMENT AND AGRICULTURE.

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(B) END 1972 GOI INFORMED ORGANIZER, EXPO '74, THAT ON RECONSID-

ERATION, GOI UNABLE ATTEND.

(C) DURING 72/73, VARIOUS ATTEMPTS THROUGH PRIVATE AND OFFICIAL CHANNELS HAVE BEEN MADE TO REACTIVATE IRAN'S INTEREST.

(D) PREOCCUPATION GOI ON NATIONAL ENVIRONMENT EXPOSITION IN TEHRAN APRIL, 1974, SEEMS PARTIALLY OVERCOME BY REVERSAL U.S. DECISION NOT TO PARTICIPATE IN TEHRAN INTERNATIONAL TRADE FAIR JUST CONCLUDED.

(E) ATMOSPHERE GENERATED BY SUCCESS THIS EVENT AND FINE U.S. EXHIBIT MAKES TIMING APPROPRIATE FOR NEW AND FINAL APPROACH AS SUGGESTED REF. A. TEHRAN 6902 DIRECTLY TO SHAH.

(F) ADDITIONAL FAVORABLE FACTOR IS OPENING PERMANENT U.S. TRADE CENTER TEHRAN NOVEMBER 5.

2. SUGGEST IN ADDITION TO RATIONALE GIVEN REF. B. FOLLOWING MAY BE OF INTEREST:

(A) EMPHASIS IS BEING PLACED ON SPOKANE ENVIRONMENTAL EXPOSITION AS SPECIAL EVENT WHICH IS ATTRACTING INCREASING ATTENTION OF SOUTH CENTRAL ASIAN AND PACIFIC-RIM NATIONS AS ONLY INTERNATIONAL FOCAL POINT OF U.S. BICENTENNIAL. MANY OF THESE COUNTRIES ARE RESPONSIVE TO NEED FOR COMMUNICATION IN TERMS NOT ONLY OF INVESTMENT AND TOURISM OPPORTUNITIES BUT IN ESTABLISHMENT OF COOPERATIVE ENVIRONMENTAL CONTROLS BENEFICIAL TO ALL.

(B) BELIEVE ENVIRONMENTAL MINISTER MOST LIKELY AGENT OF PARTICIPATION WITH SUBTLE INGREDIENTS OF TOURISM NOT ENTIRELY HIDDEN UNDER ENVIRONMENTAL PARASOL. BELIEVE TIMING CRITICAL BUT STILL POSSIBLE IF GIVEN FIRM INSTRUCTIONS BY SHAH. DEPARTMENT'S LATEST TELEGRAMS TO AUSTRALIA AND NEW ZEALAND, INFORMATION SINGAPORE AND HONG KONG, HIGHLIGHTS PACIFIC-GIM CONTEXT WHICH HAS DRAMATIC POSSIBILITIES.

(C) WOULD APPRECIATE POST'S READING ON SITUATION AND POSSIBILITY

IRAN TURNAROUND SIMILAR TO THAT OF CANADA PARTICULARLY IF HONG KONG, INDIA, CZECHOSLOVAKIA, SINGAPORE, PHILIPPINES, NEW ZEALAND, LIMITED OFFICIAL USE

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AND AUSTRALIA PARTICIPATE AT SPOKANE EXPO IN ADDITION TO CONFIRMED EXHIBITS FROM SOVIET UNION, JAPAN, CANADA, UNITED STATES, MEXICO, SOUTH KOREA, REPUBLIC OF CHINA AND POSSIBLY COLOMBIA OR VENEZUELA. OTHER SOUTH ASIAN AND CENTRAL ASIA NATIONS BEING APPROACHED.

3. THREE ADDRESSEE POSTS SHOULD BE AWARE VISIT TO AREA BY DR. JAROSLAV FRIC, CZECH NATIONAL DIRECTOR OF ARTS CENTRUM AND DESIGN/

MEDIA EXPERT WHO HAS BEEN CONSULTANT TO QUEEN ON IRANIAN PAVILION AT MONTREAL AND DESIGN OF PERSEPOLIS CELEBRATION. HE WILL BE IN TEHRAN OCTOBER 16-26, LATTER DATE BEING BIRTHDAY OF SHAH, BOTH ON OWN BUSINESS AND AT REQUEST EXPO '74 PRESIDENT COLE.

4. FRIC WILL ALSO VISIT NEW DELHI AND PRAGUE IN EFFORT RENEW OFFICIAL INTEREST PARTICIPATION BY INDIA AND CZECHOSLOVAKIA. AT THIS POINT BELIEVE ONLY COMMERCIAL VENTURE FATA SPECTRANA TO REPRESENT LATTER COUNTRY. FRIC TO KEEP U.S. EMBASSIES ADVISED OF ITINERARY AND TO COORDINATE EFFORTS ON BEHALF EXPO '74 IN ADVANCE WITH EMBASSY OFFICERS. FURTHER DETAILS TO FOLLOW.

5. FOR DELHI: COMMISSIONER GENERAL HENDERSON AND AIDES TODAY MADE PRESENTATION TO ECONOMIC MINISTER G.V. RAMAKRISHNA OF INDIAN EMBASSY AND HOPE PROMOTE STRONG RECOMMENDATION FROM AMBASSADOR T.N. KAUL EARLY NEXT WEEK. (FYI: FRIC STATES HAS IN PAST ENJOYED DIRECT ACCESS TO PM INDIRA GANDHI.)

6. ADVISE BY RETURN TELEGRAM ANY FURTHER GUIDANCE OR SPECIFIC EXHIBIT DATA REQUIRED FROM U.S. COMMISSIONER GENERAL OR ORGANIZERS. PORTER

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